

STRATEGIC ARTS PLAN APPENDIX B SURVEY SUMMARIES





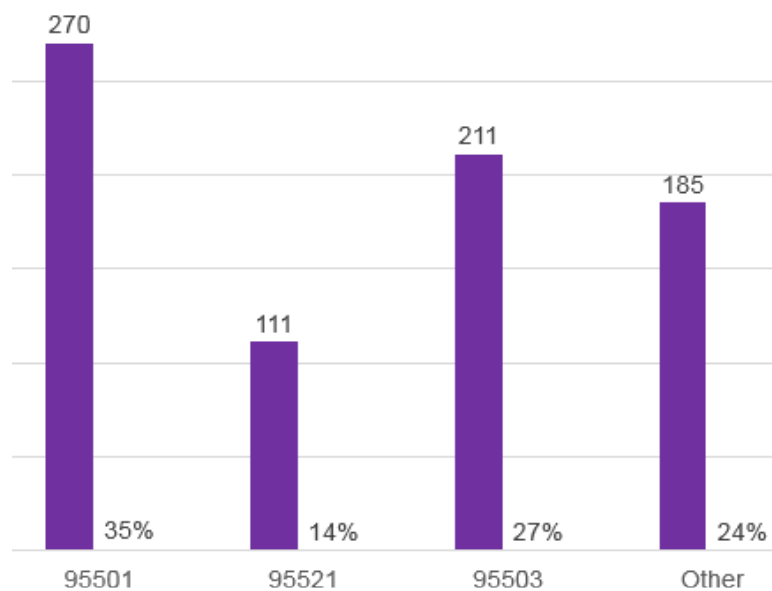
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PUBLIC SURVEY RESULTS

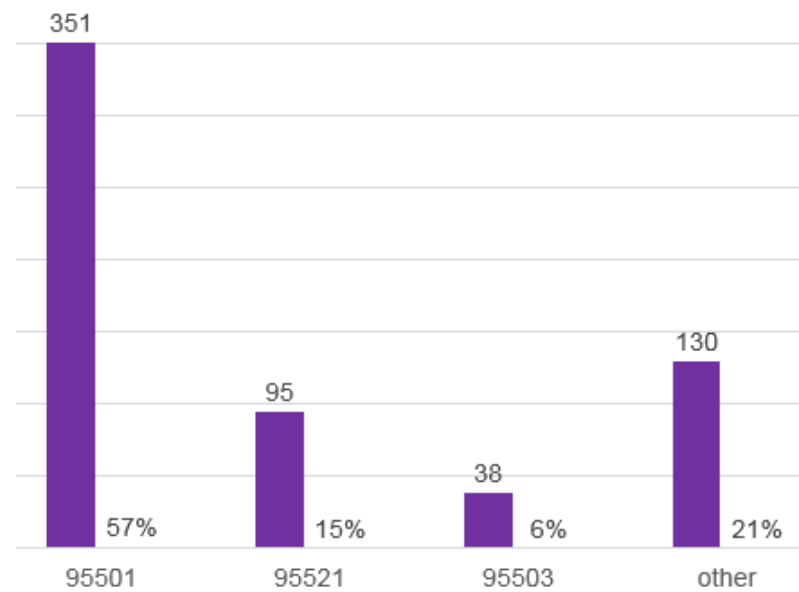
1. What is the zip code of your home address?

(777 responses)



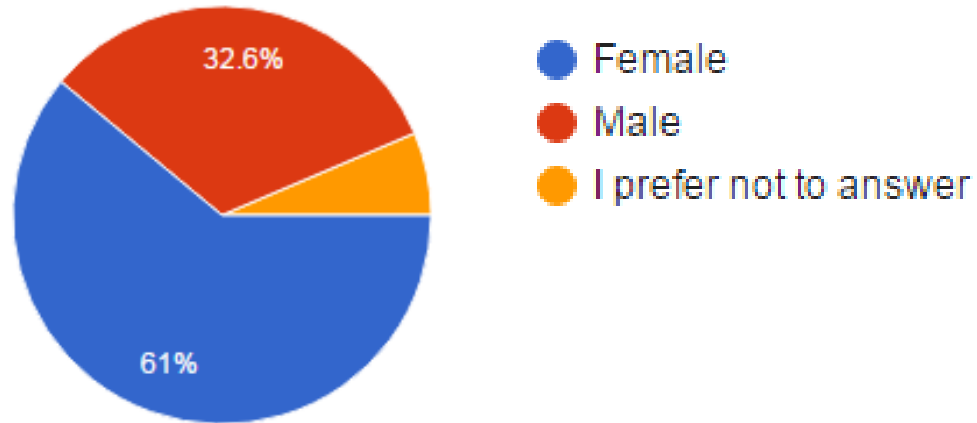
2. What is the zip code of your work address?

(618 responses)



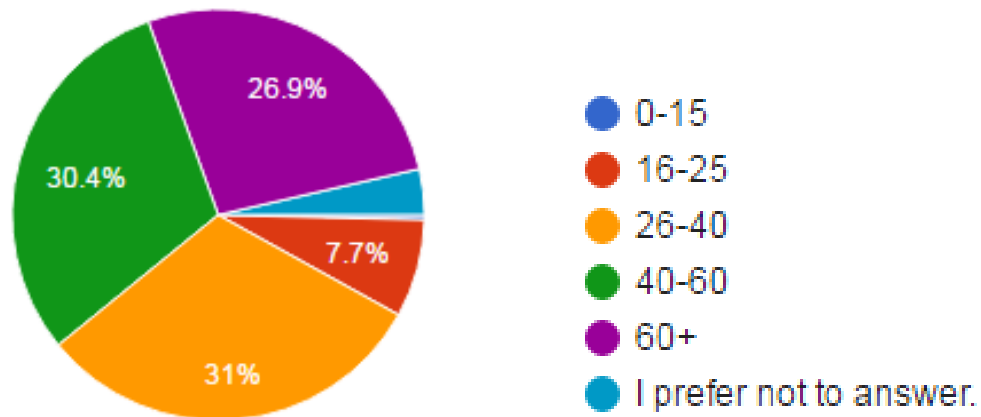
3. What is your gender?

(780 responses)

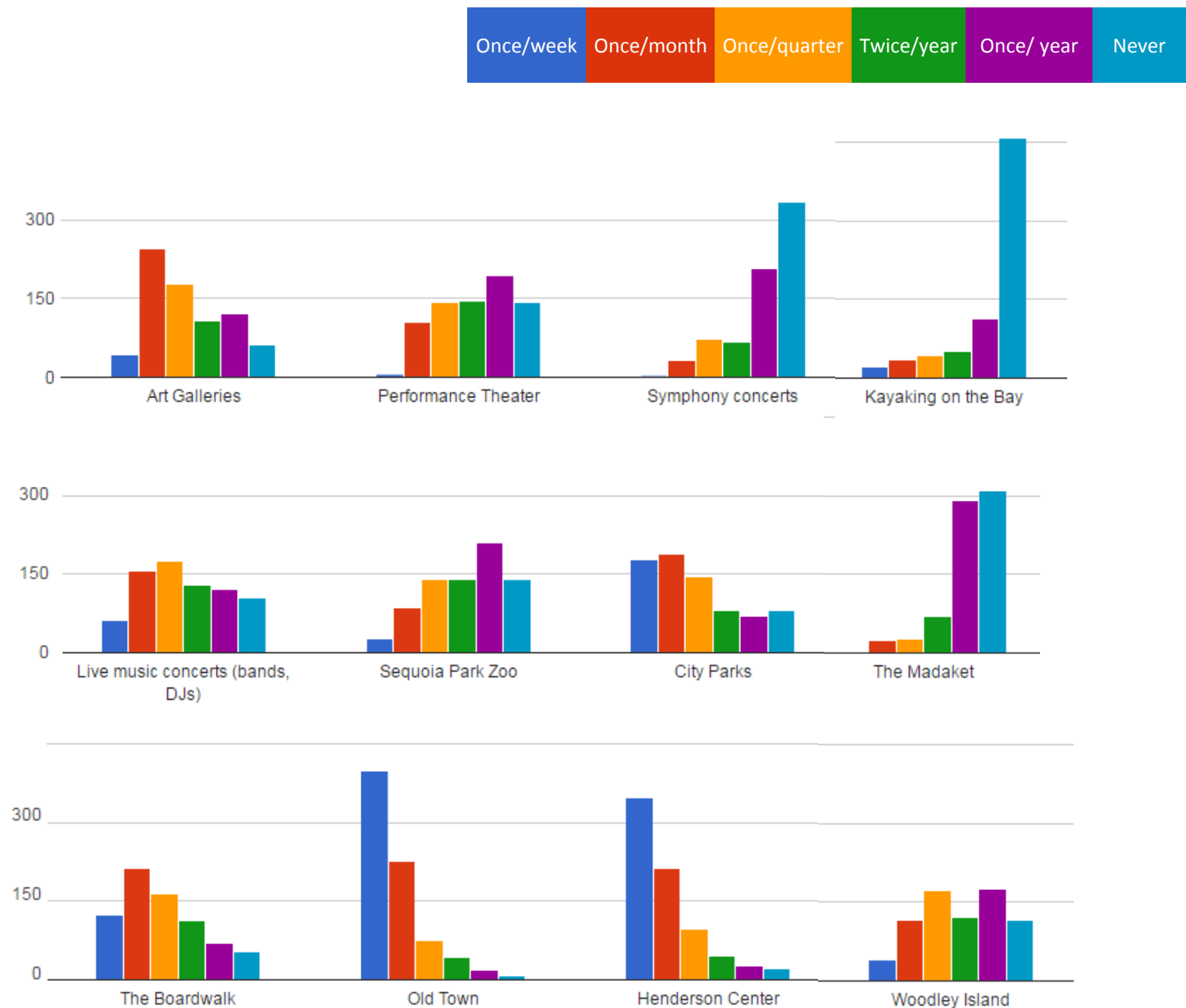


4. What is your age?

(780 responses)

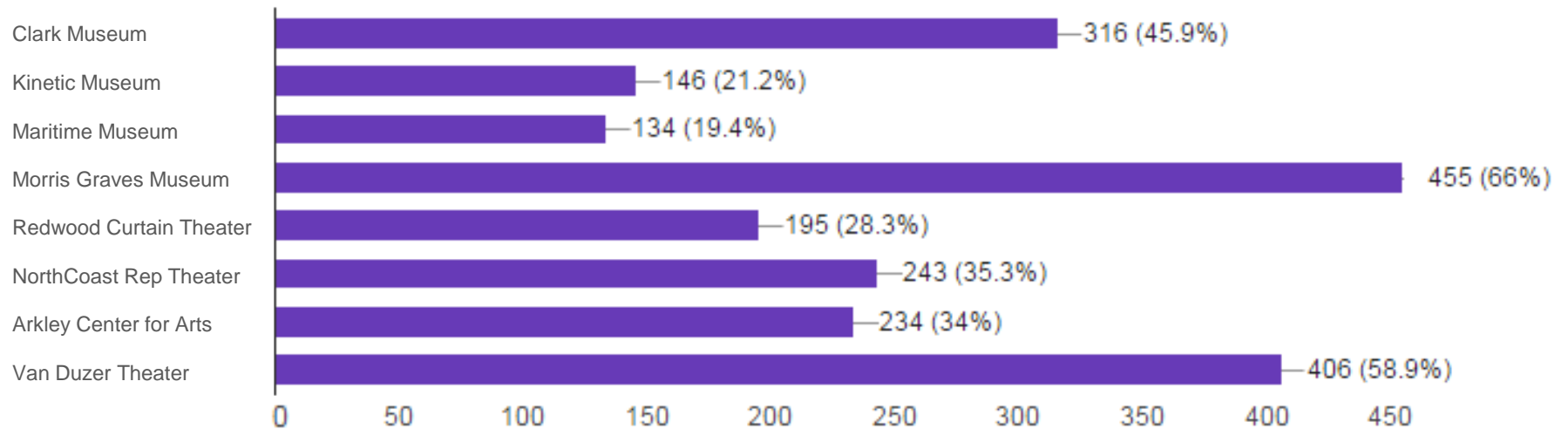


5. How often do you visit the following venues or types of venues in Eureka?



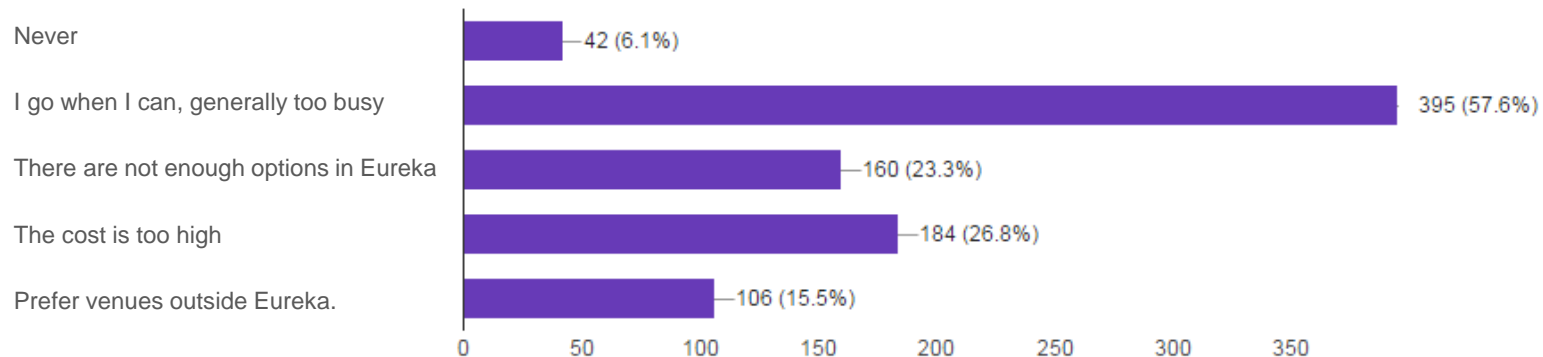
6. Which of the following have you been to at least once in the past year?
(Check all that apply)

(689 responses)



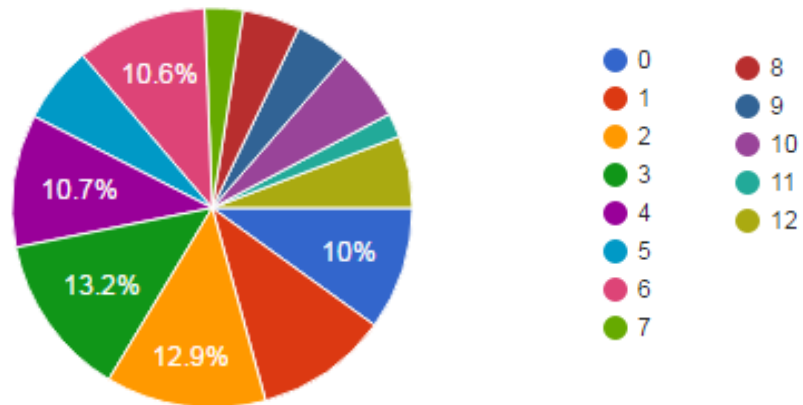
7. Which of the following have you been to at least once in the past year?
(Check all that apply)

(686 responses)



8. On average, how many Eureka Arts Alive events do you attend per year?

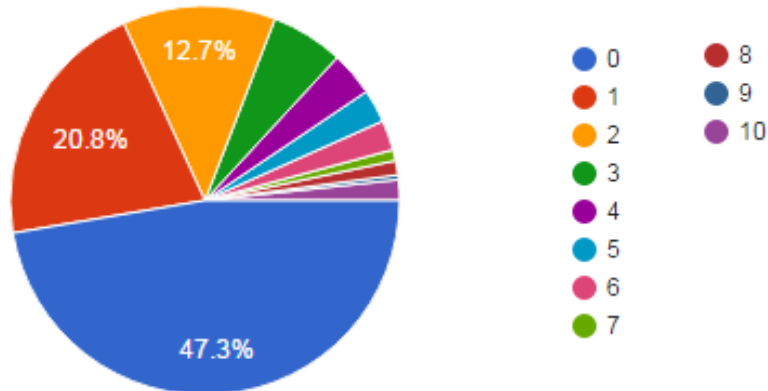
(773 responses)



0

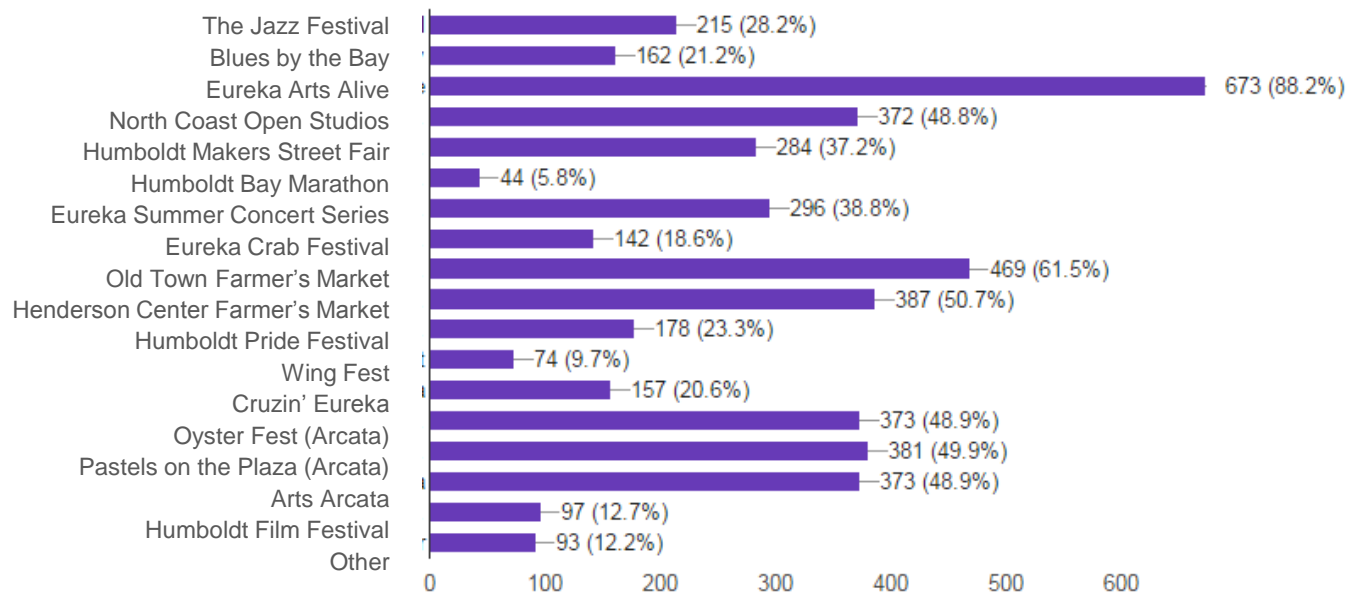
9. On average, how many Summer Concert Series events do you attend per year?

(763 responses)



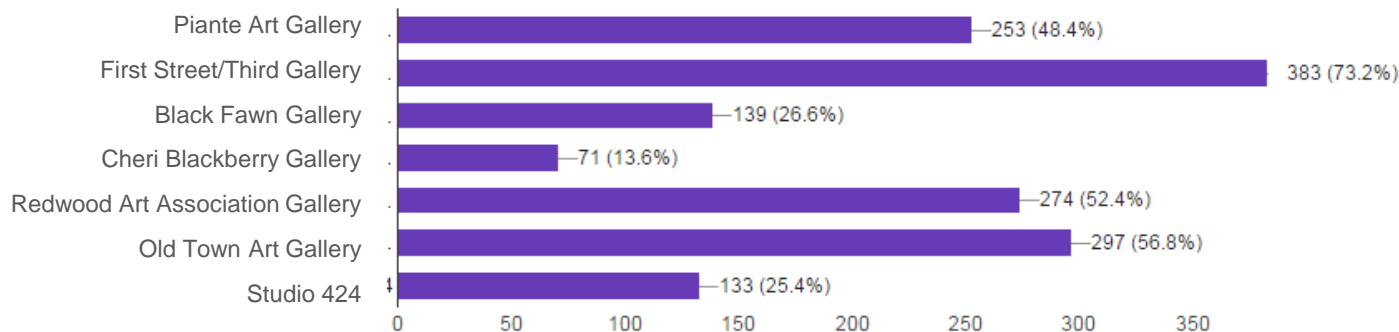
10. Which of the following events have you attended at least once within the past three years? (Check all the boxes that apply)

(763 responses)



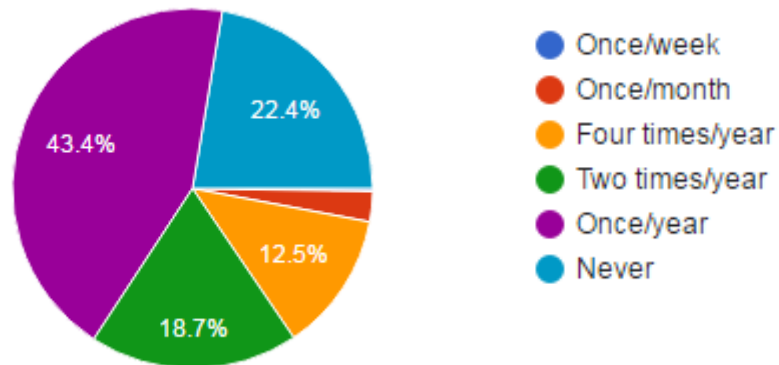
11. Which of the following have you visited at least once in the past year? (Check all the boxes that apply)

(523 responses)



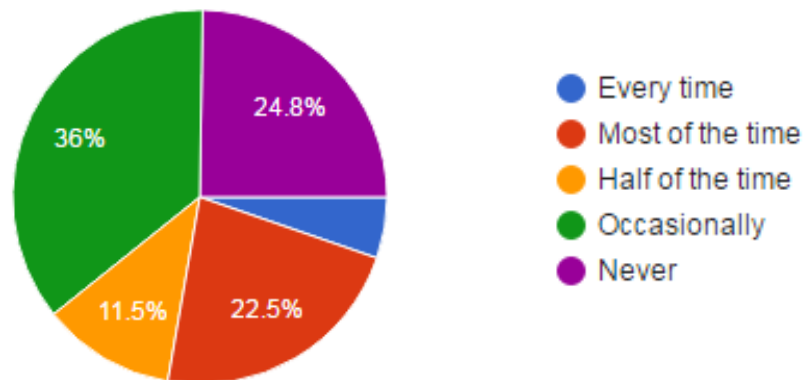
12. How often do you purchase art?

(774 responses)



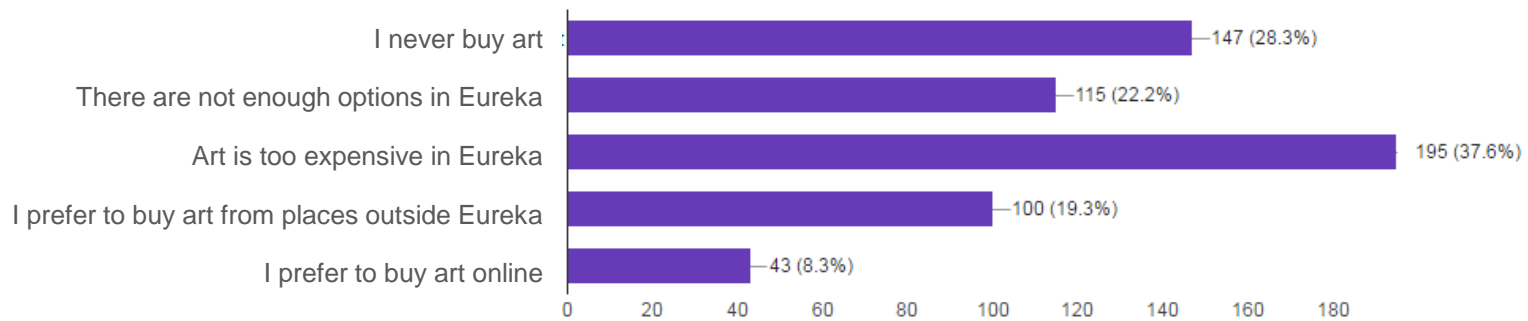
13. If and when you purchase art, how often do you buy it in Eureka?

(739 responses)



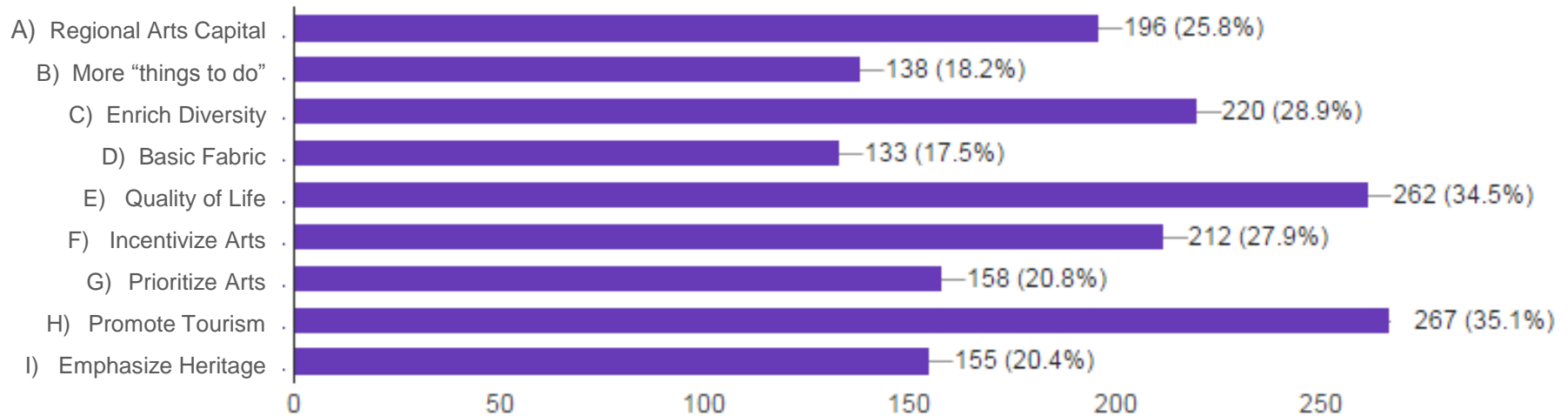
14. Which of the following prevents you from buying art in Eureka?
(Check all the boxes that apply)

(519 responses)



15. Select two of the following guiding principles that you think should guide Eureka's Arts and Culture "Vision".

(50 responses)

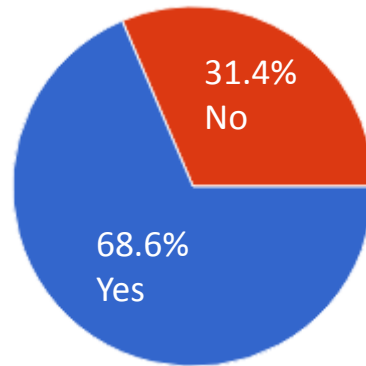


KEY (Percentage totals are 200%):

- A) Regional Capital (52%) - Develop Eureka as a regional capital of culture and creativity.
- B) More "things to do" (20%) - Enhance arts/culture in Eureka to increase the number of "things to do".
- C) Enrich Diversity (30%) - Enrich Eureka with a diverse spectrum of artists/arts/cultural experiences.
- D) Basic Fabric (36%) - Ensure that arts and culture are the basic fabric of the Eureka community.
- E) Quality of Life (26%) - Improve the quality of life of Eureka citizens through the enhancements and development of arts and culture.
- F) Incentivize Arts (52%) - Incentivize artists and arts-based businesses to live and operate in Eureka.
- G) Prioritize Arts (%) – Prioritize arts and culture as a cornerstone of Eureka's economy
- H) Promote Tourism (48%) - Promote Eureka as a tourism destination.
- I) Emphasize Heritage (26%) - Utilize arts and culture to emphasize and preserve Eureka's heritage.

16. Taking into Consideration the vast responsibilities of the City, from Road and Park Maintenance to Police Services, do you think the City should prioritize funding for arts and culture?

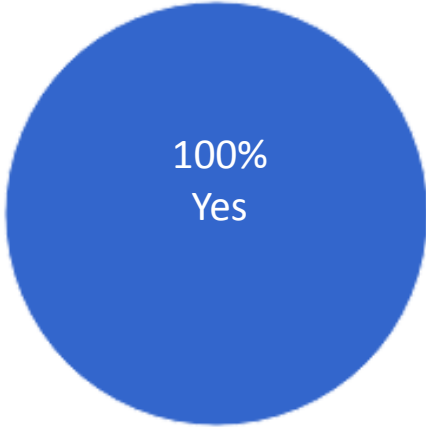
(764 responses)



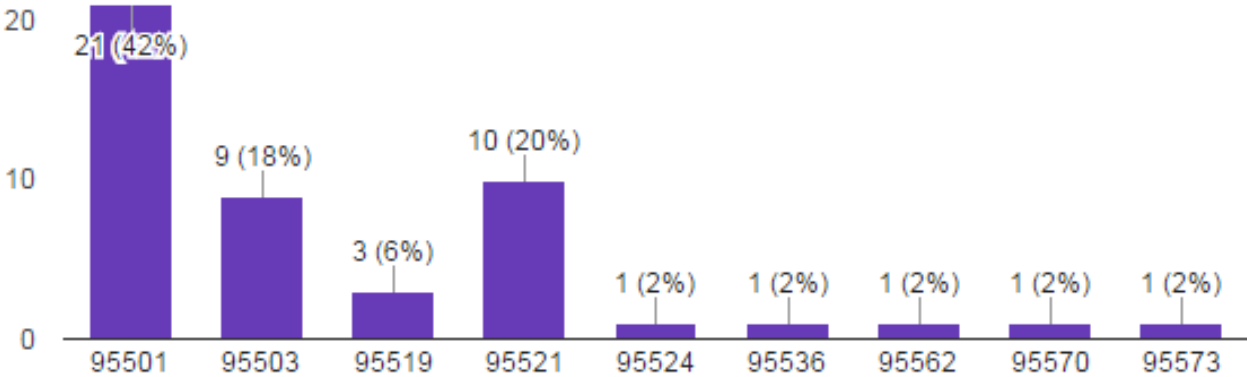


PROFESSIONAL ARTIST FEEDBACK RESULTS

1. Are you a professional artist who produces art as a business or engage in some form of art/performance at a professional level for income?
(50 responses)

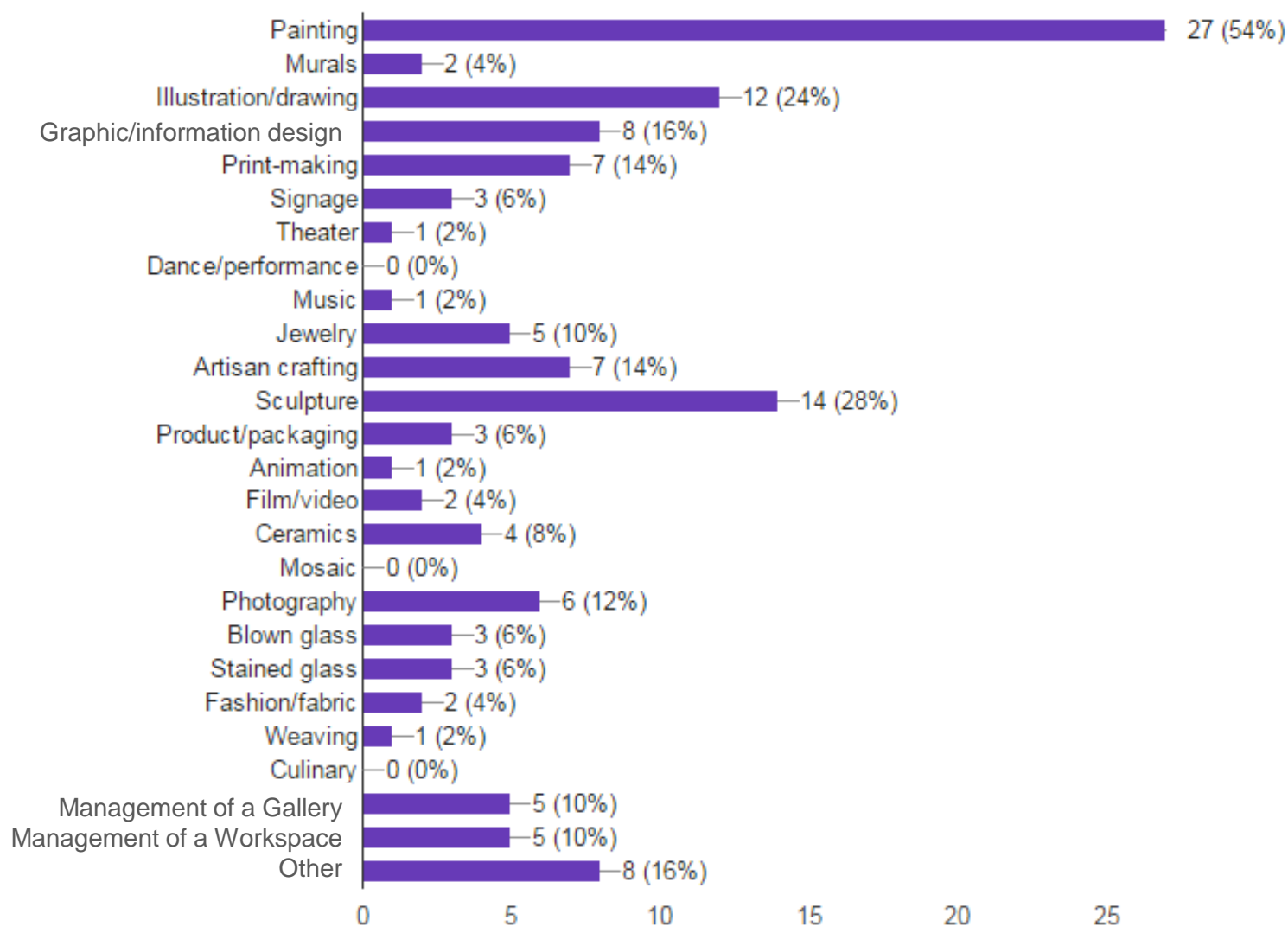


2. What is the zip code of your art-based business or the art-based business for which you work?
(48 responses)



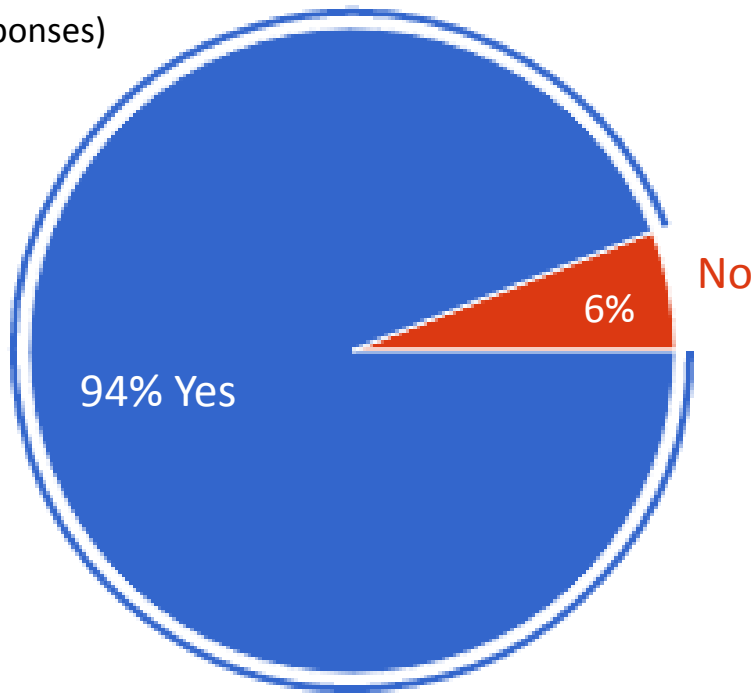
3. Which form of art do you engage in at the professional level?

(50 responses)



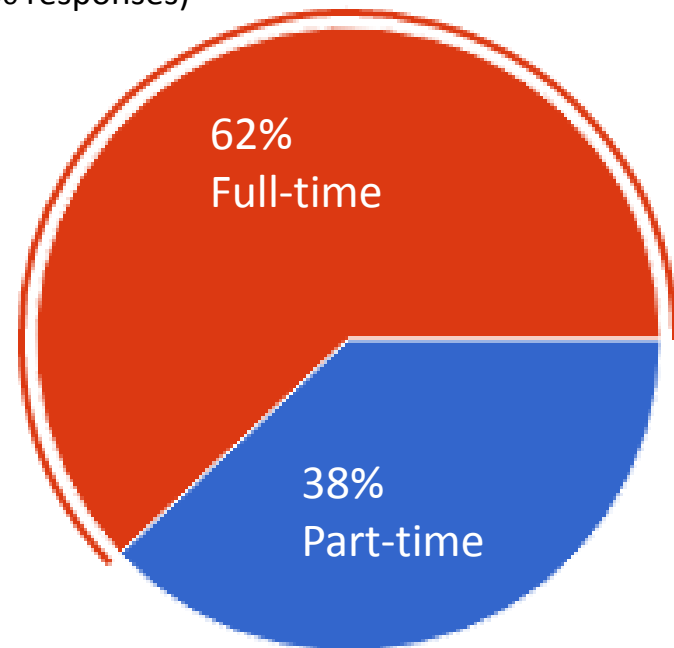
4. Are you a self-employed artist/performer?

(50 responses)



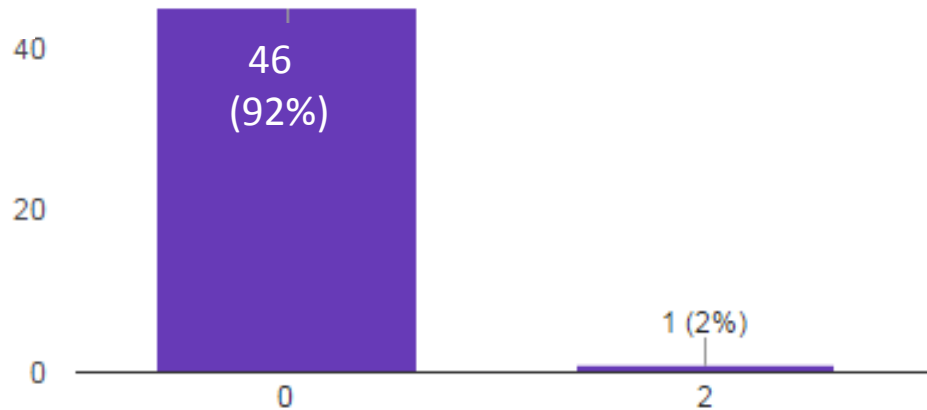
5. Are you a full-time or part-time artist/performer?

(50 responses)



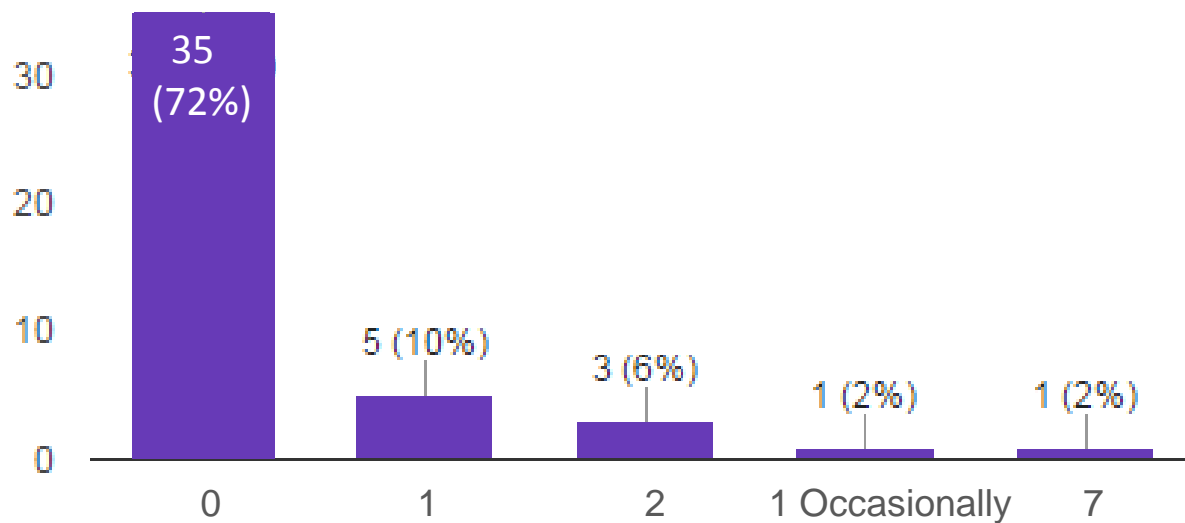
6. What is your average annual number of paid full-time employees, not including yourself?

(47 responses)



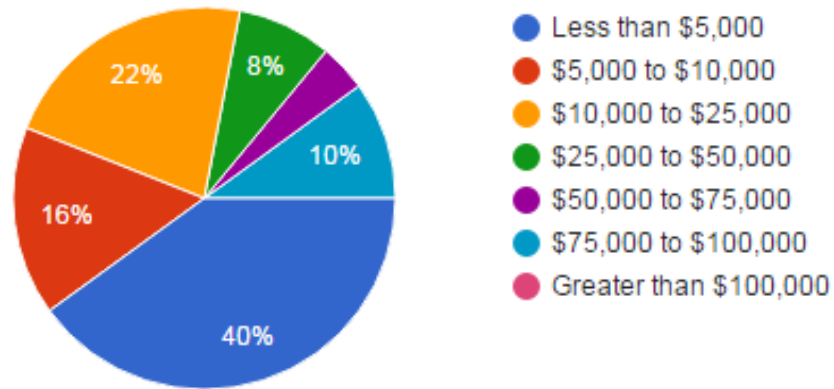
7. What is your average annual number of paid part-time employees, not including yourself?

(47 responses)



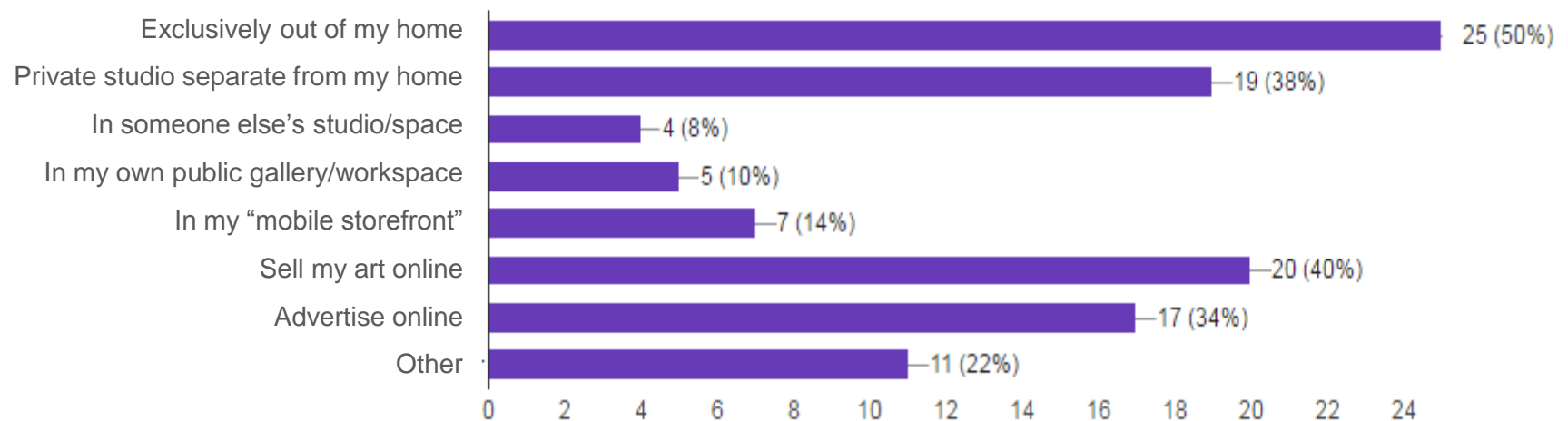
8. What was your income from art in 2016?

(50 responses)



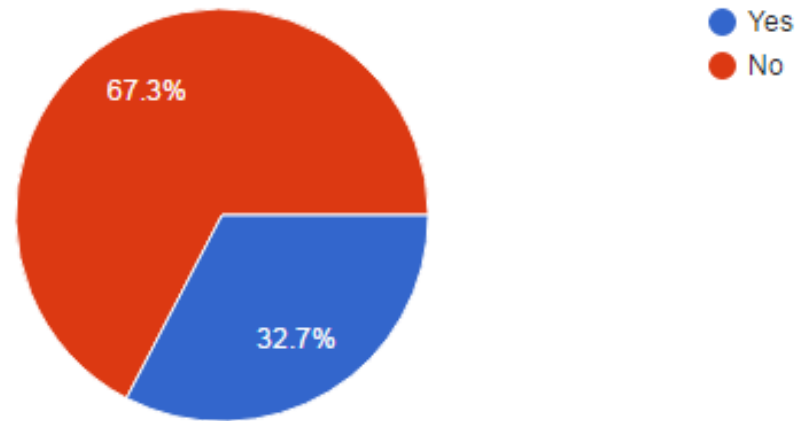
9. How do you describe the physical space in which you work/operate?

(50 responses)



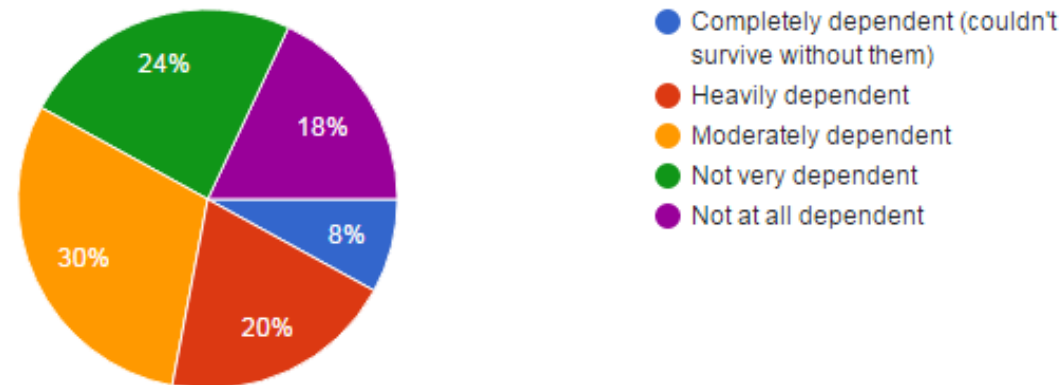
10. Is your venue or physical space a limitation to your success?

(49 responses)

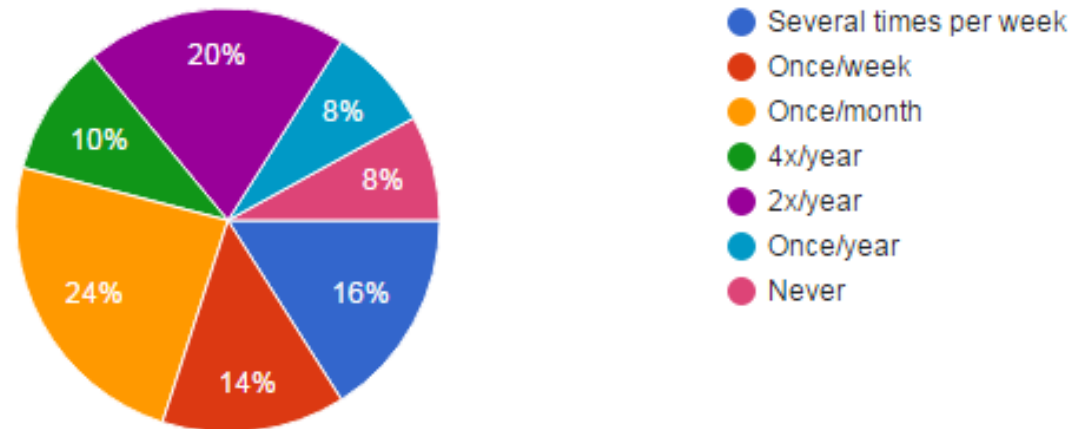


11. To what degree is your success as an artist dependent upon art-based non-profit support organizations such as the Ink People, North Coast Open Studios, Humboldt Arts Council and Redwood Art Association?

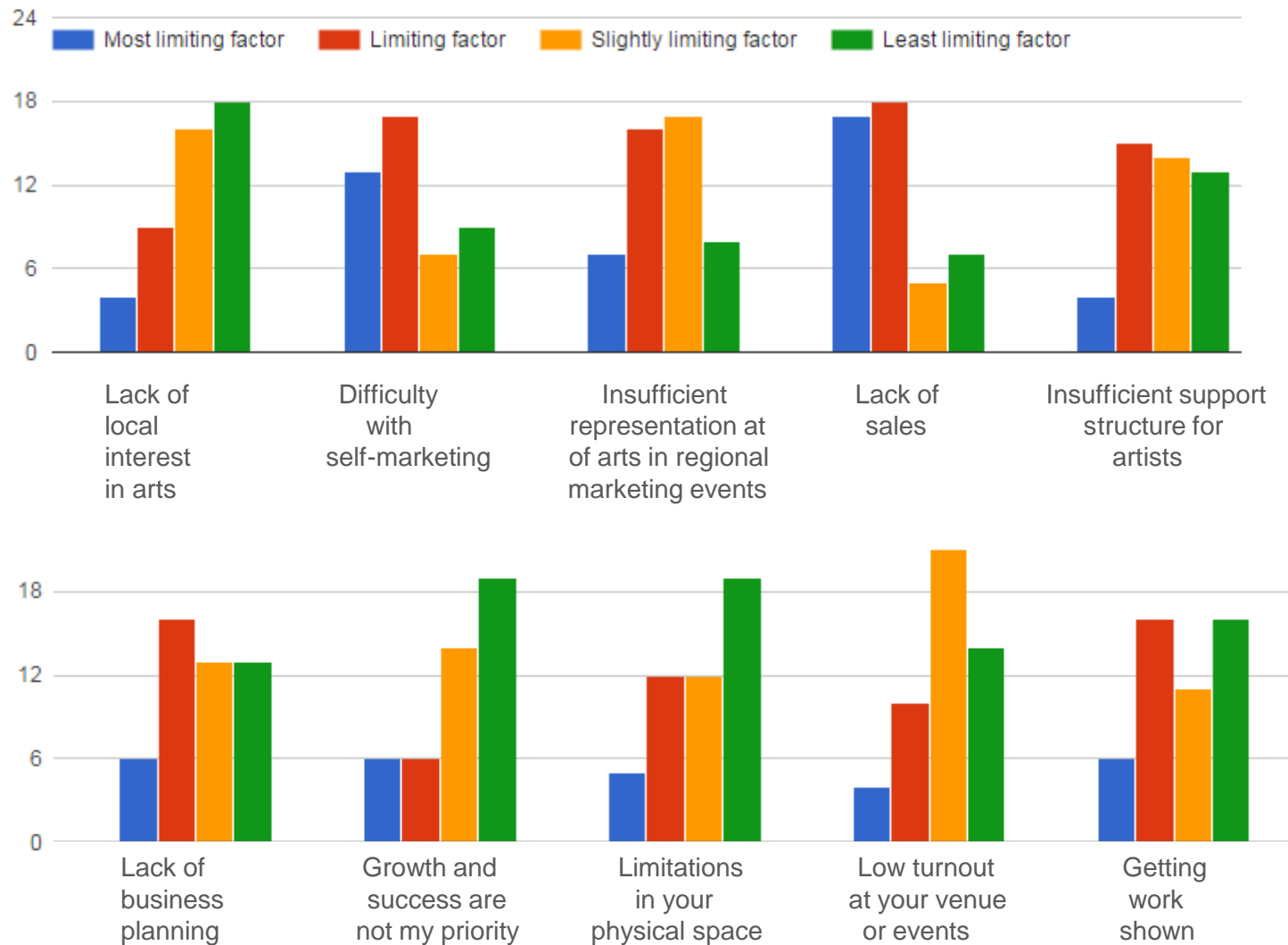
(50 responses)



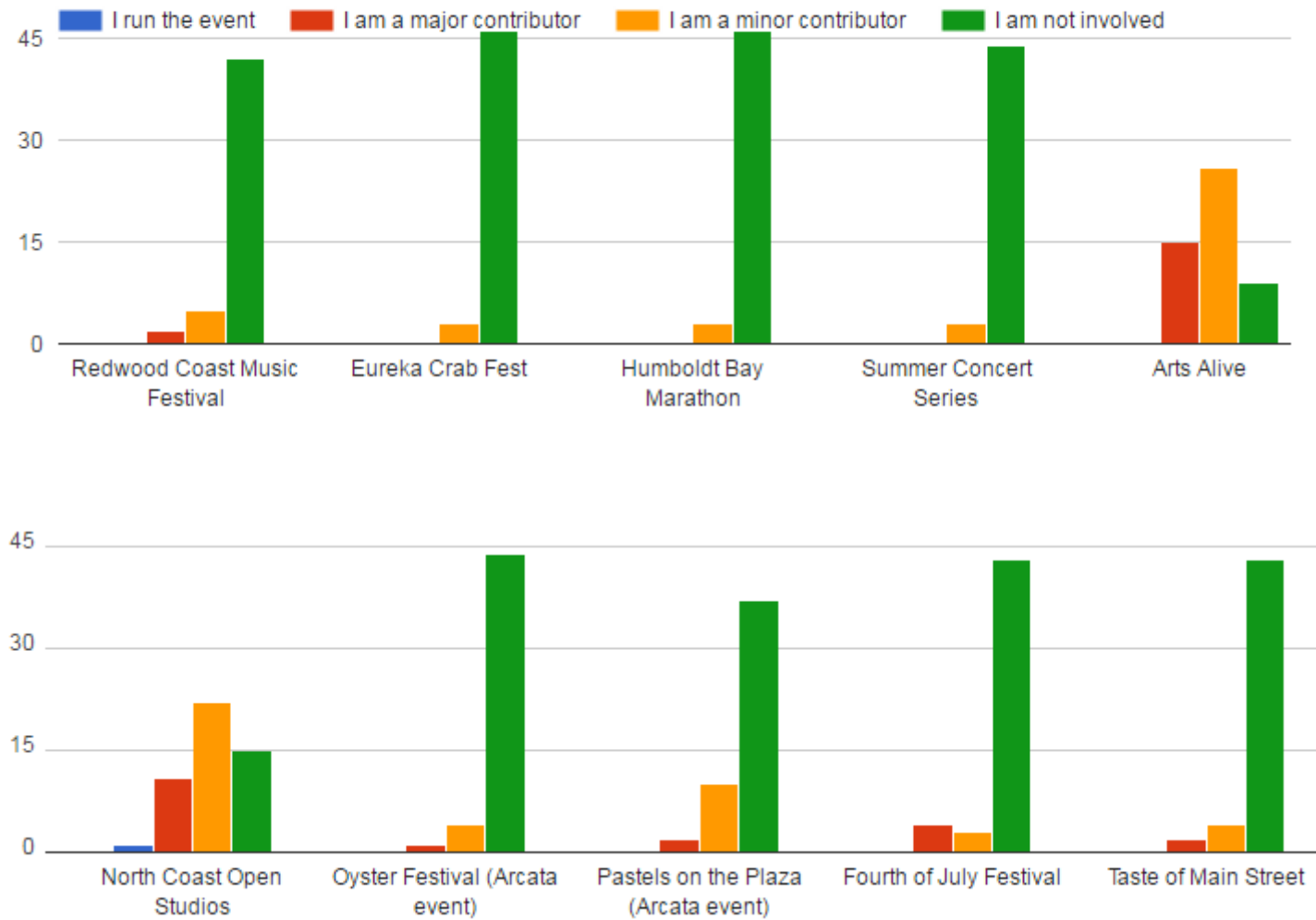
12. How often do you collaborate with other artists or arts-based businesses? (50 responses)



13. Rank the following to identify the factor(s) that are most limiting to your growth and success.

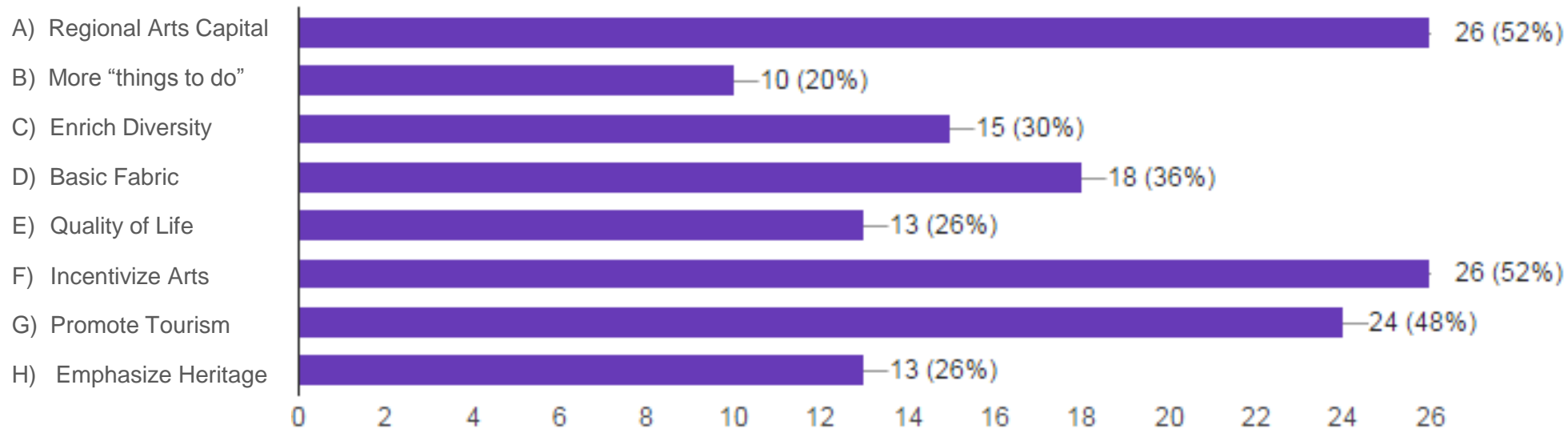


14. To what degree are you involved in the following events:



15. Select two of the following guiding principles that you think should guide Eureka's Arts and Culture "Vision".

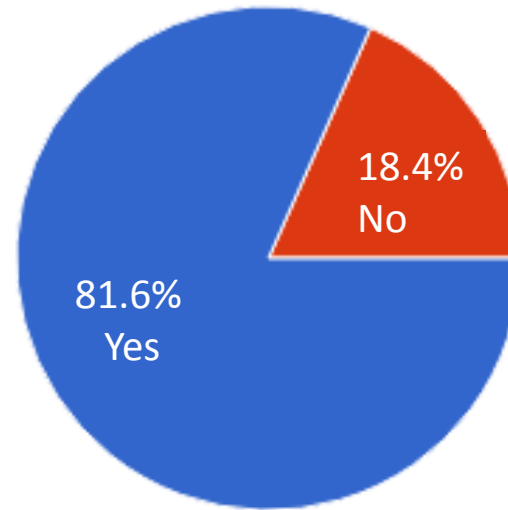
(50 responses)



KEY (Percentage totals are 200%):

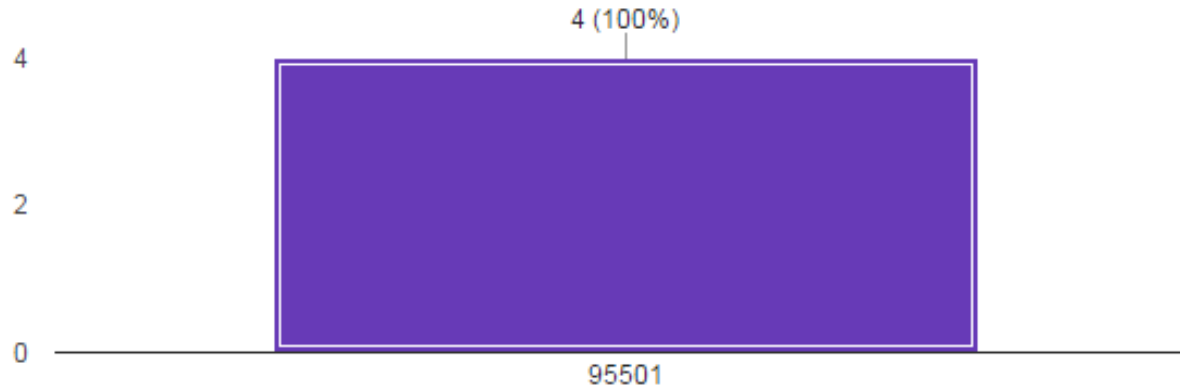
- A) Regional Capital (52%) - Develop Eureka as a regional capital of culture and creativity.
- B) More "things to do" (20%) - Enhance arts/culture in Eureka to increase the number of "things to do".
- C) Enrich Diversity (30%) - Enrich Eureka with a diverse spectrum of artists/arts/cultural experiences.
- D) Basic Fabric (36%) - Ensure that arts and culture are the basic fabric of the Eureka community.
- E) Quality of Life (26%) - Improve the quality of life of Eureka citizens through the enhancements and development of arts and culture.
- F) Incentivize Arts (52%) - Incentivize artists and arts-based businesses to live and operate in Eureka.
- G) Promote Tourism (48%) - Promote Eureka as a tourism destination.
- H) Emphasize Heritage (26%) - Utilize arts and culture to emphasize and preserve Eureka's heritage.

16. Factoring into consideration the vast responsibilities of the City (from police services to road maintenance), do you think the City should prioritize funding for arts and culture? (50 responses)



ART ORGANIZATIONS SURVEY RESULTS

1. What is the zip code of your arts-based organization? (4 responses)



2. Are you a non-profit or profit art organization? (4 responses)



#	Question	Responses (4)			
3	What is your average annual number of full-time employees?	None	1	4	0
4	What is your average annual number of paid part-time employees?	None	6	12	1
5	What is your average annual number of unpaid volunteers?	600	25	135	6
6	What is your average annual number of volunteer hours?	900-10,000	2100	27,000	120
7	If your organization has members, how many members do you currently have?	300	500	8	N/A
8	If your organization has visitors, (People who come to visit your museum or event) how many visitors did you have in 2016?	4,000	36,000	54,000	2,000

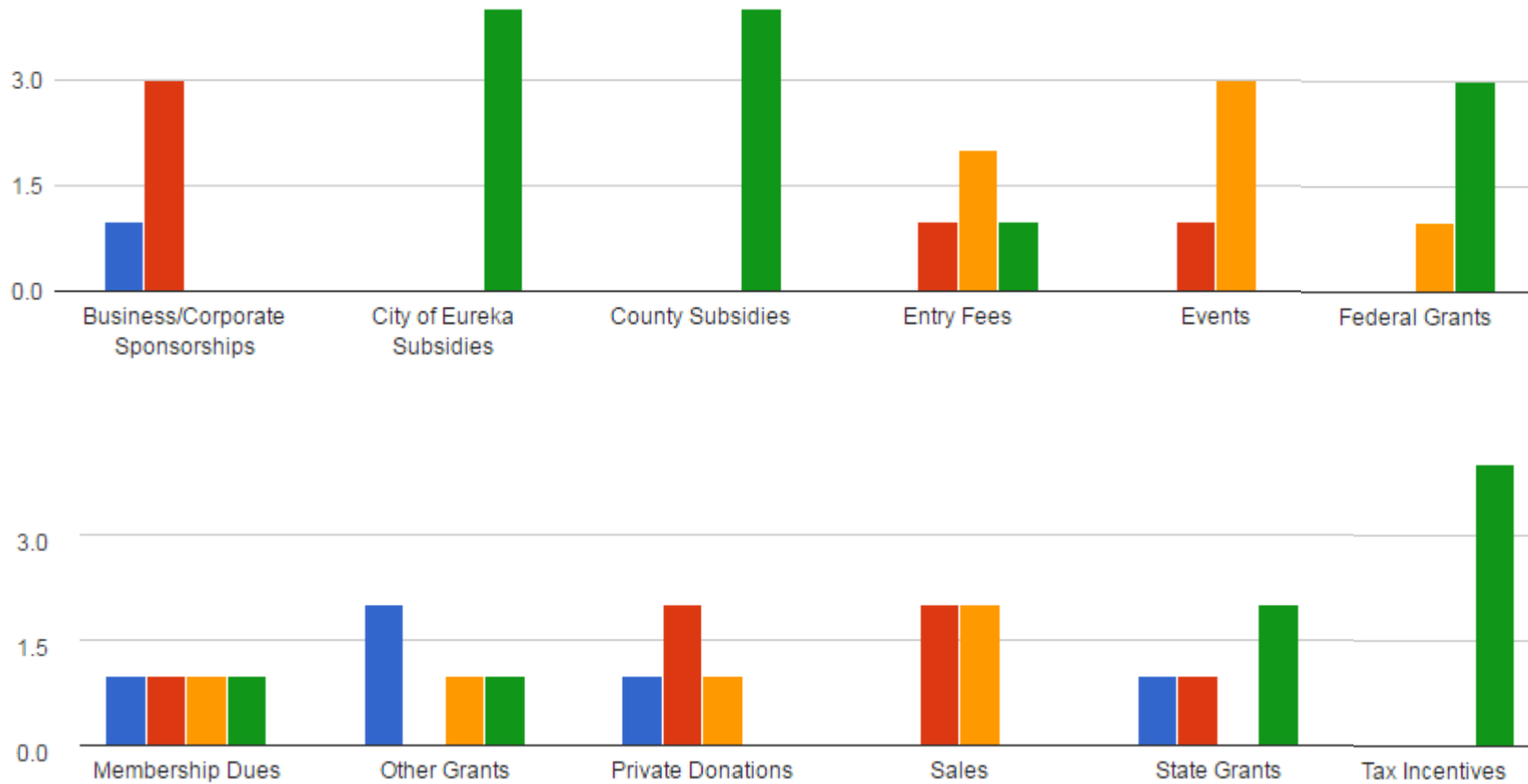
9 Classify the following sources of funding by their importance to your organization:

Most Important Source
(pick one)

Secondary Source or Sources
(pick up to three)

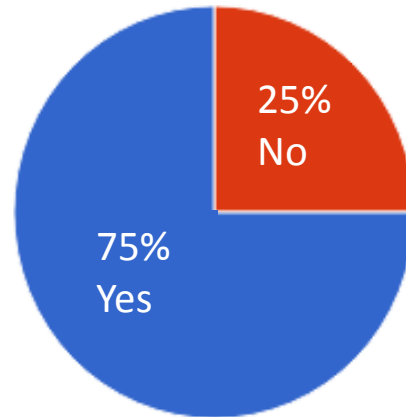
Minor Source
(pick up to eight)

Not a Source



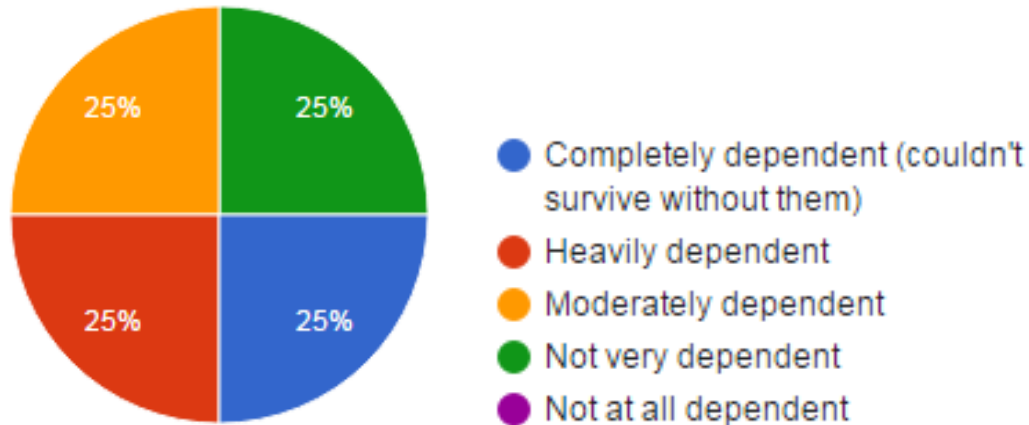
10. Is your venue or physical space a limitation to your success?

(4 responses)



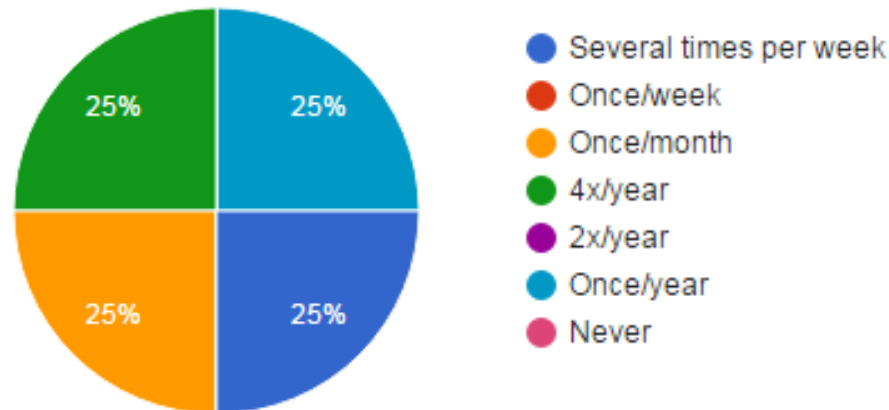
11. Is your venue or physical space a limitation to your success?

(4 responses)



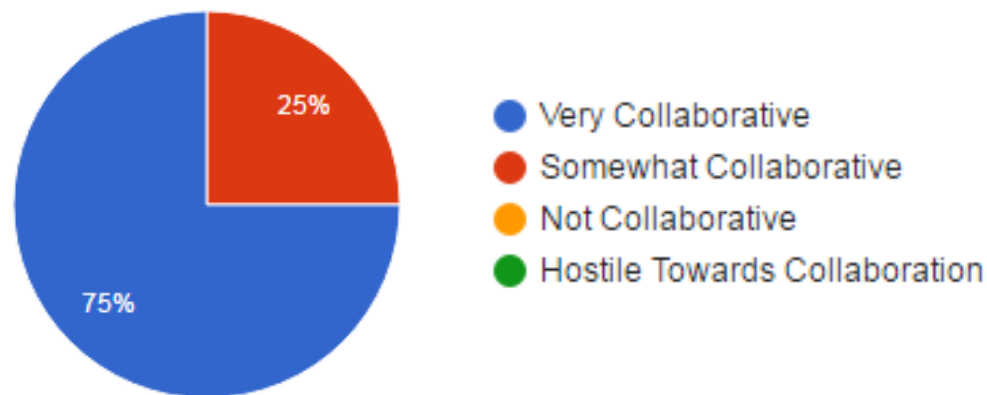
12. How often do you collaborate with other arts-based organizations?

(4 responses)



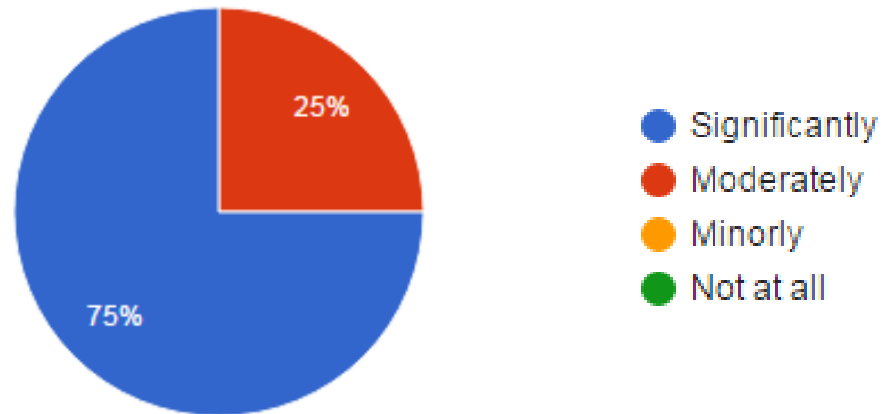
13. To what degree do you find other Eureka-based arts organizations to be willing or interested in collaborating? Are the other organizations:

(4 responses)



14. To what degree would the greater Eureka community benefit from enhanced collaboration between arts organizations?

(4 responses)



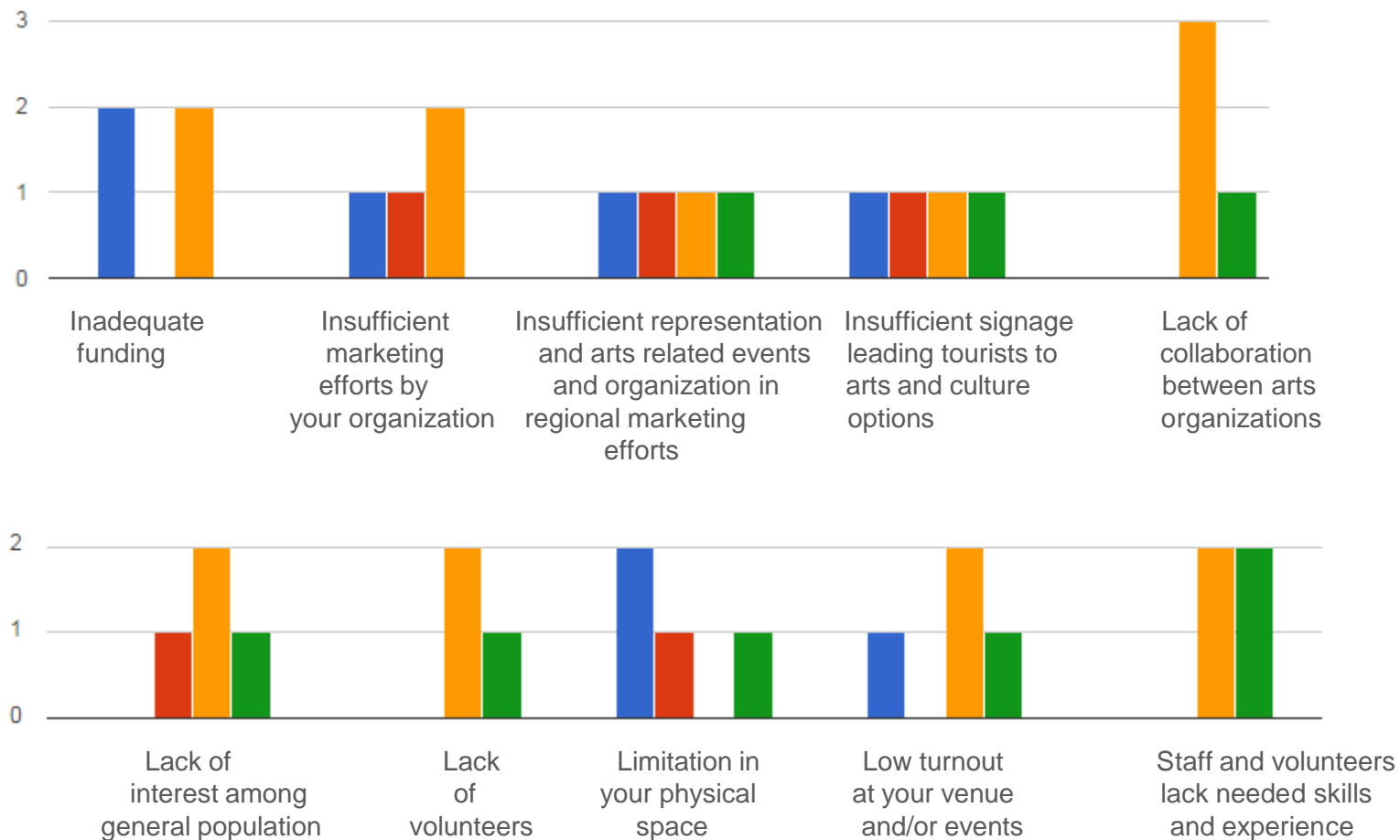
15. Rank the following to identify the factor(s) that are most limiting to your growth and success:

Most limiting factor

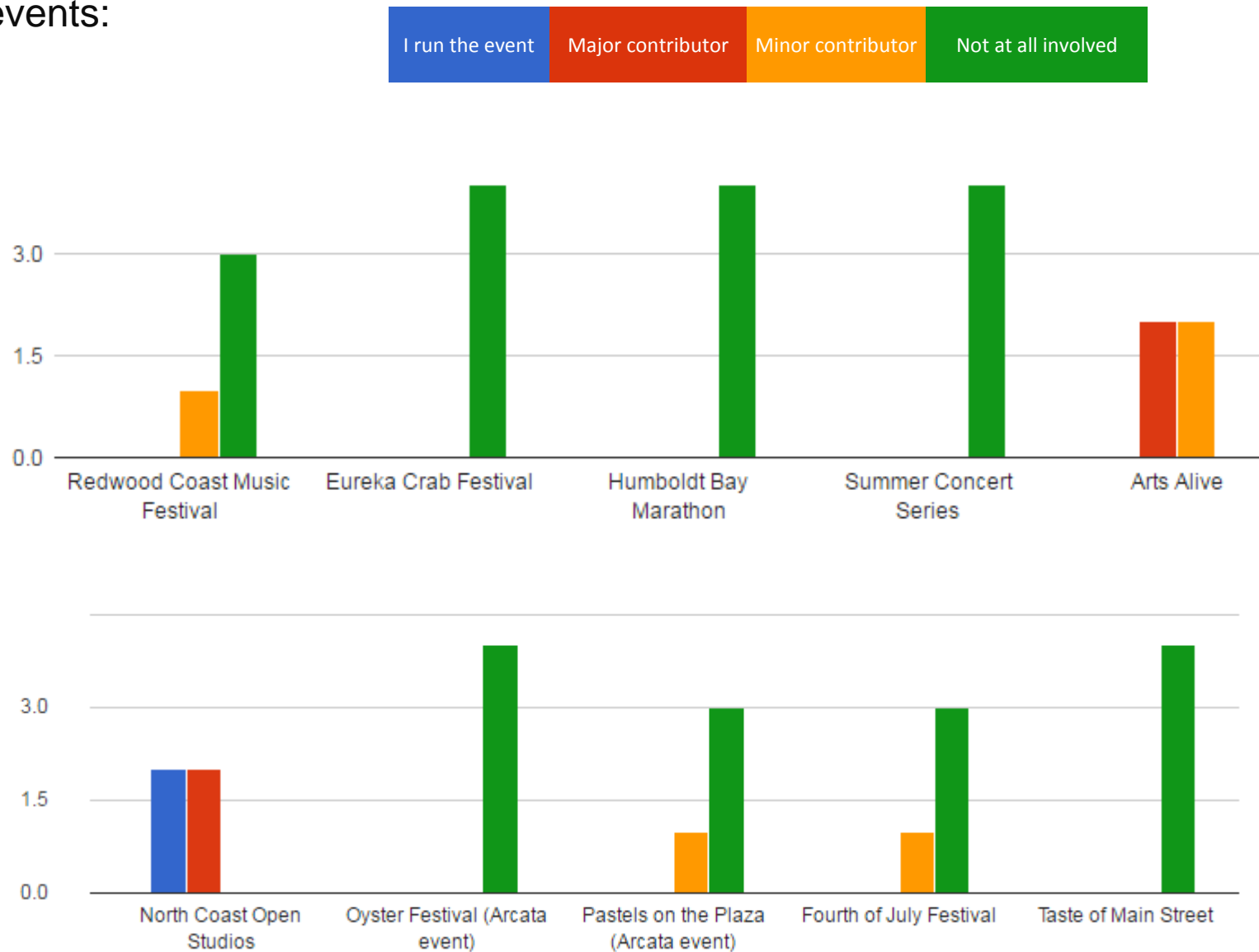
Limiting factor

Slightly limiting factor

Least limiting factor

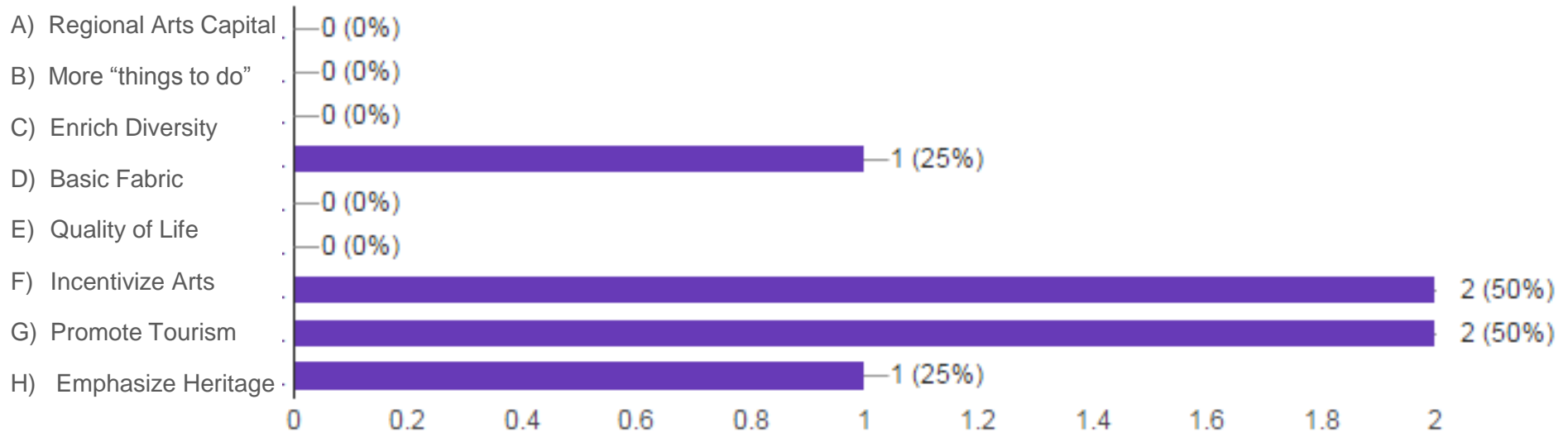


16. To what degree does your organization get involved in the following events:



17. Select two of the following guiding principles that you think should guide Eureka's Arts and Culture "Vision".

(4 responses)

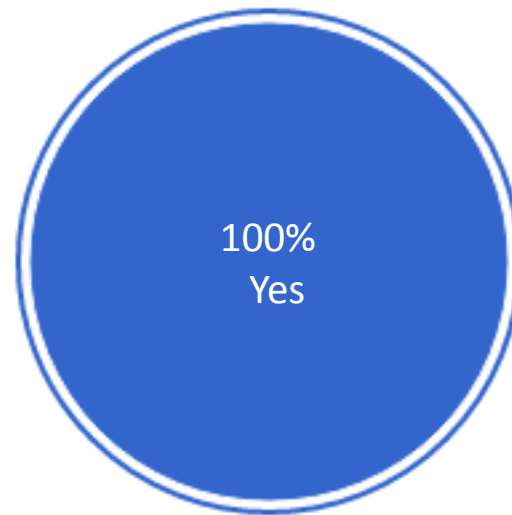


KEY (Percentage totals are 200%):

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- B) More "things to do" (0%) - Enhance arts and culture in Eureka in order to increase the number of "things to do"
- C) Enrich Diversity (0%) - Enrich Eureka with a diverse spectrum of artists/arts/cultural experiences.
- D) Basic Fabric (25%) - Ensure that arts and culture are the basic fabric of the Eureka community.
- E) Quality of Life (0%) - Improve the quality of life of Eureka citizens through the enhancements and development of arts and culture.
- F) Incentivize Arts (50%) - Incentivize artists and arts-based businesses to live and operate in Eureka.
- G) Promote Tourism (50%) - Promote Eureka as a tourism destination.
- H) Emphasize Heritage (25%) - Utilize arts and culture to emphasize and preserve Eureka's heritage.

18. Factoring into consideration the vast responsibilities of the City (from police services to road maintenance), do you think the City should prioritize funding for arts and culture?

(4 responses)

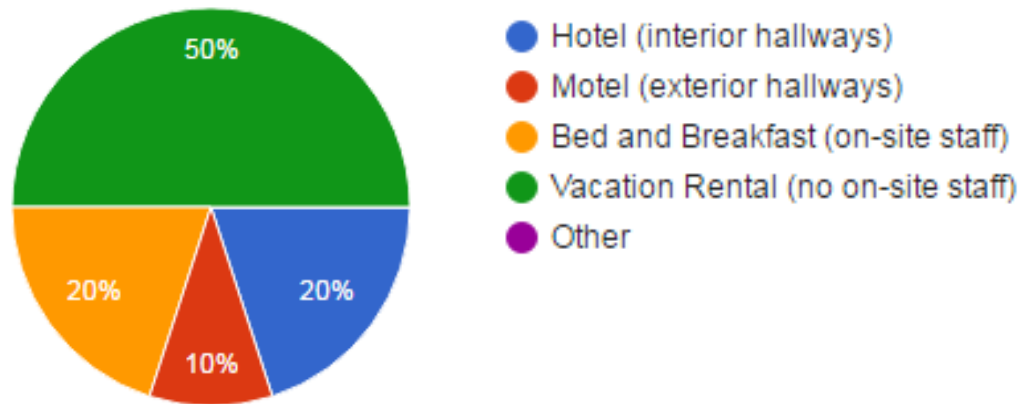




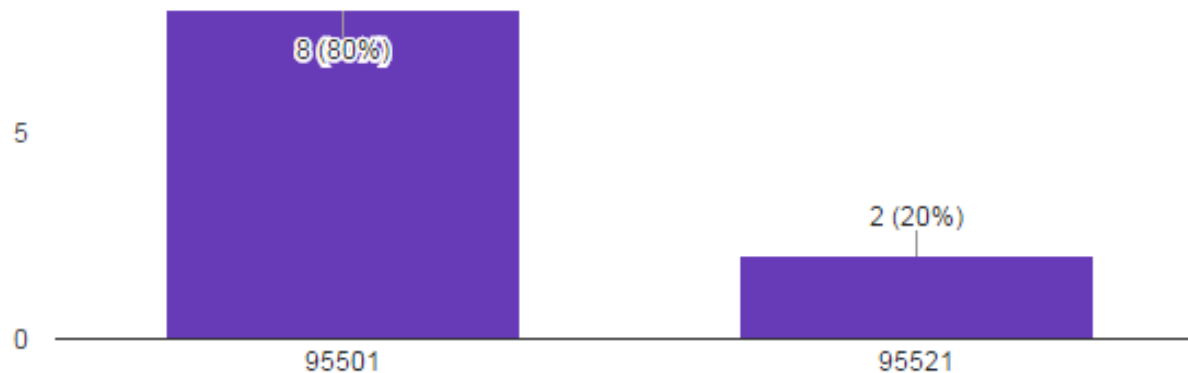


LODGING ESTABLISHMENTS SURVEY RESULTS

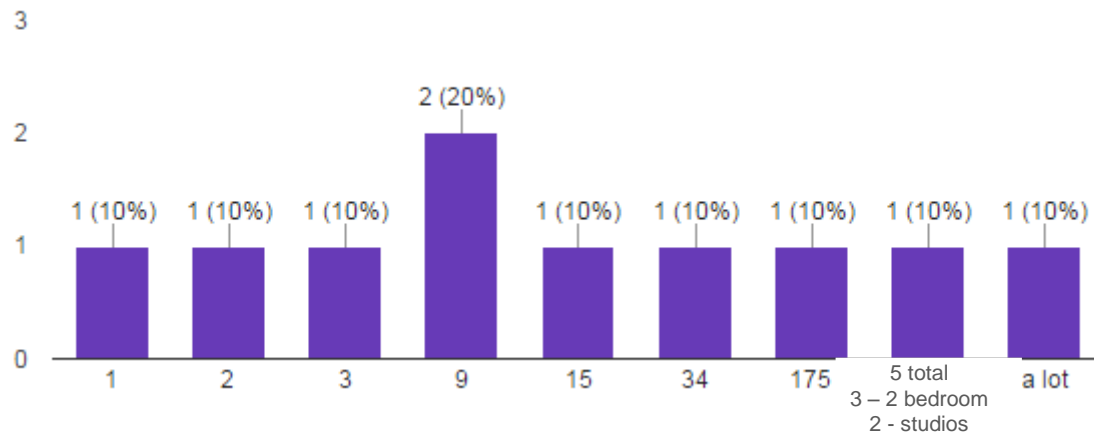
1. What type of lodging do you provide?
(10 responses)



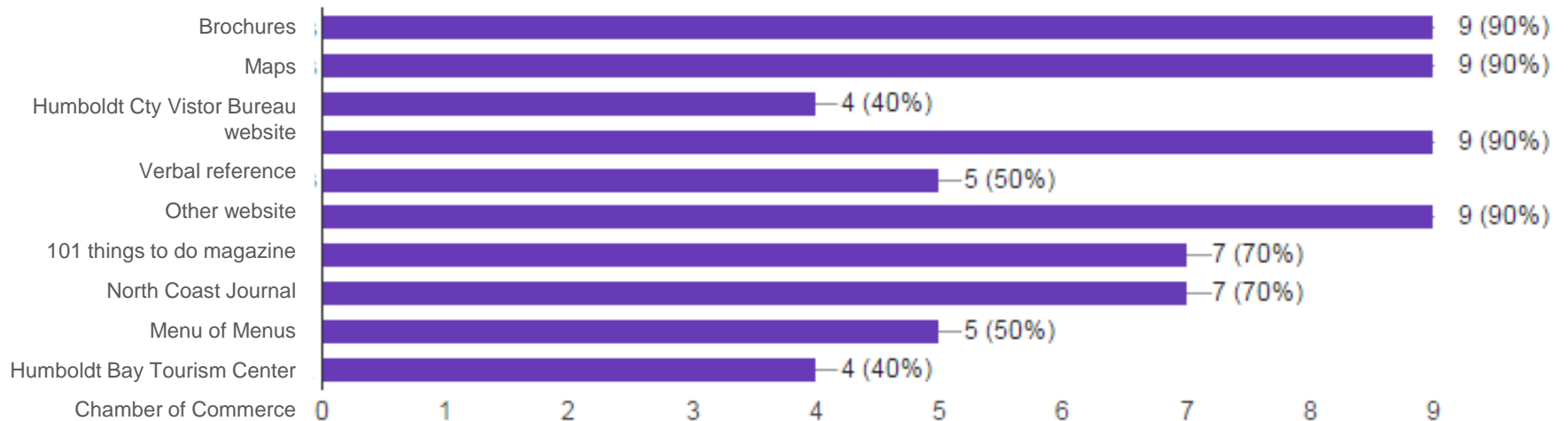
2. What is the zip code of your lodging establishment?
(10 responses)



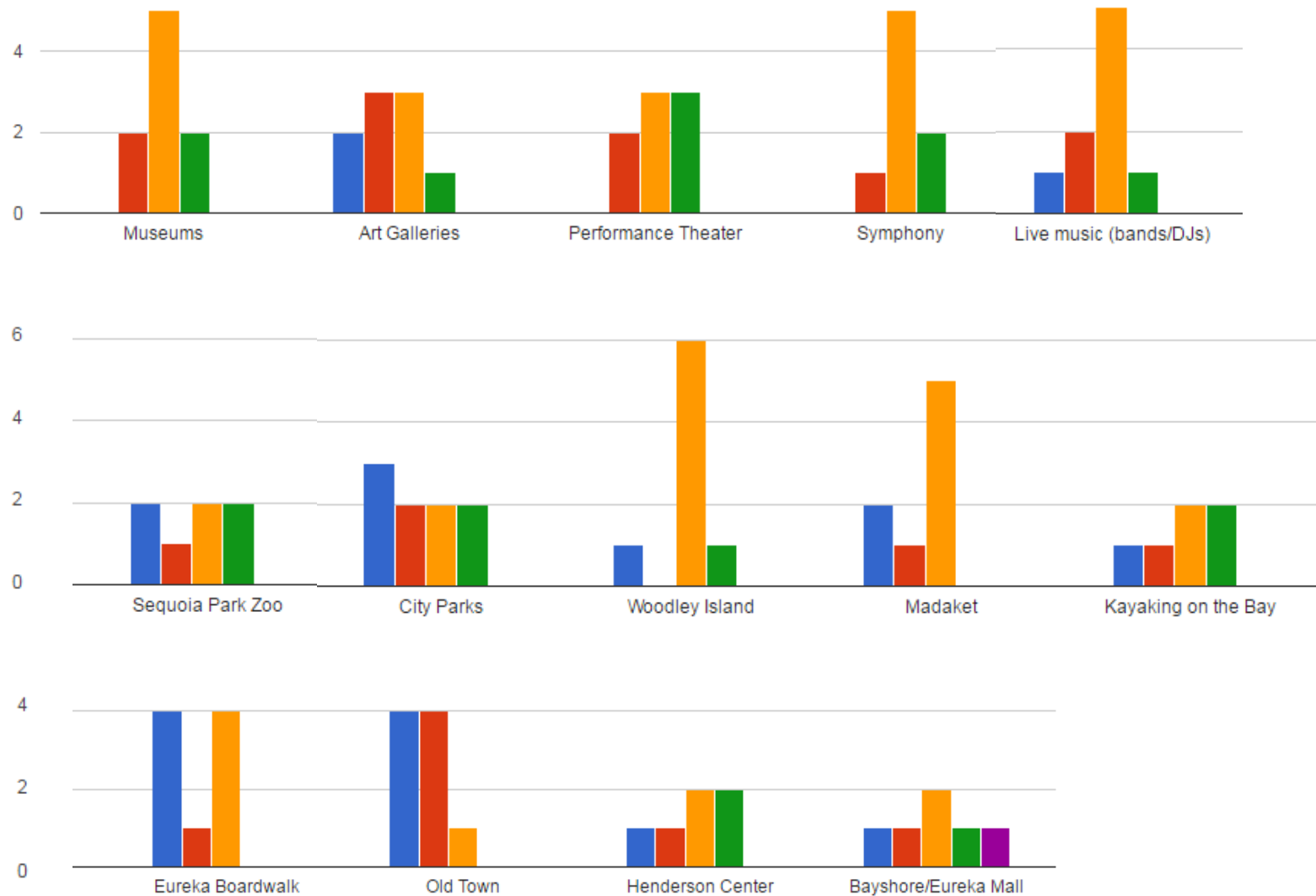
3. How many rooms are provided in your lodging establishment?
(10 responses)



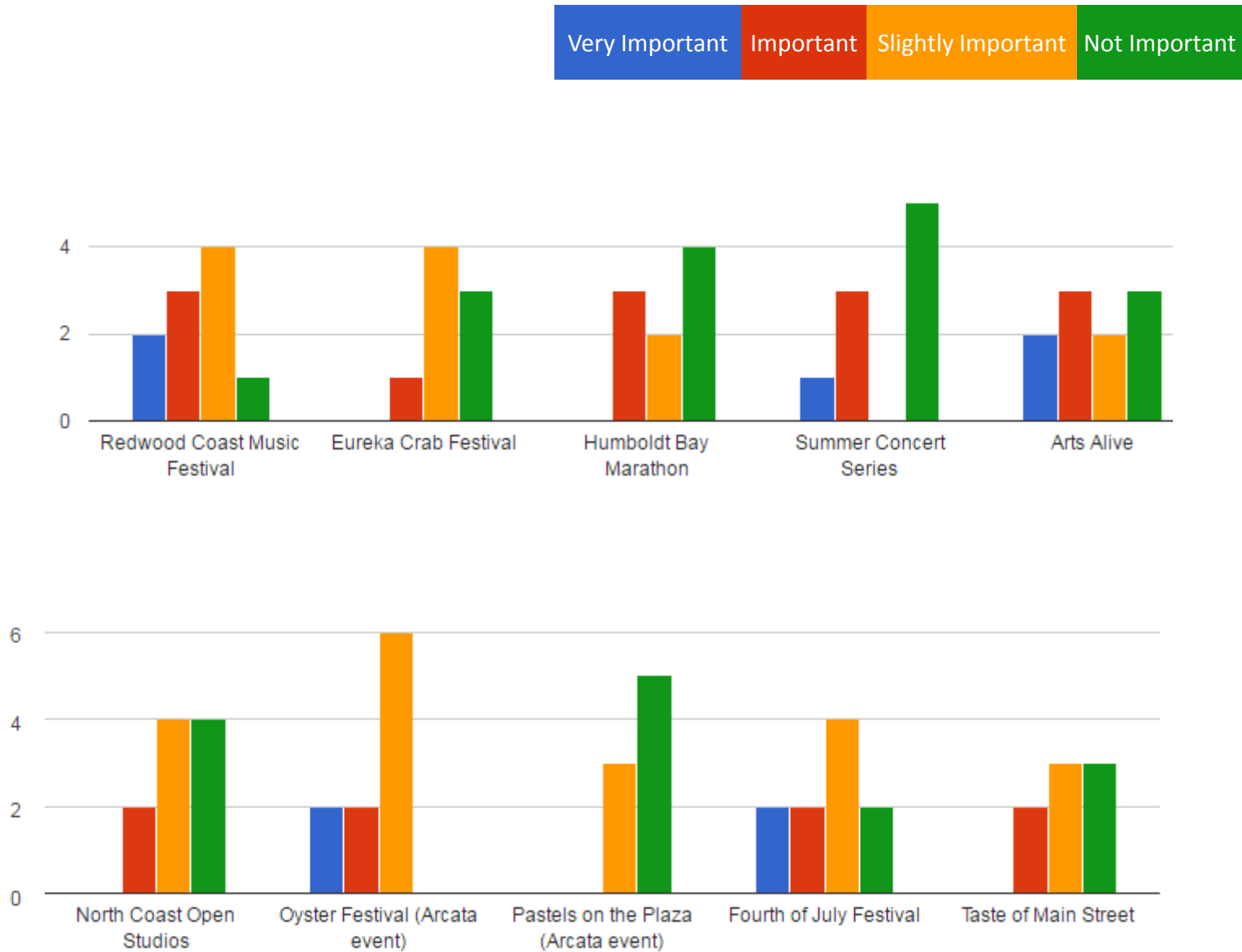
4. In which of the following ways do you currently convey to your guests the various things that there are to do in Eureka? (Select all that apply)
(10 responses)



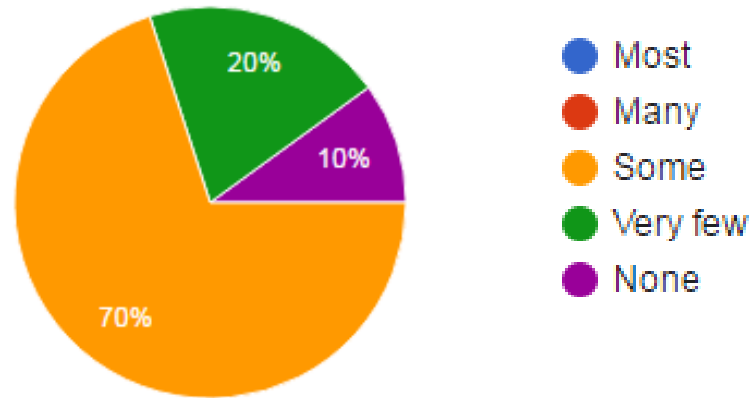
5. Per your estimates, how often do your guests visit the following venues in Eureka? (Select all that apply)



6. Rank the following events in order of importance by how many guests are attracted to your lodging establishment.

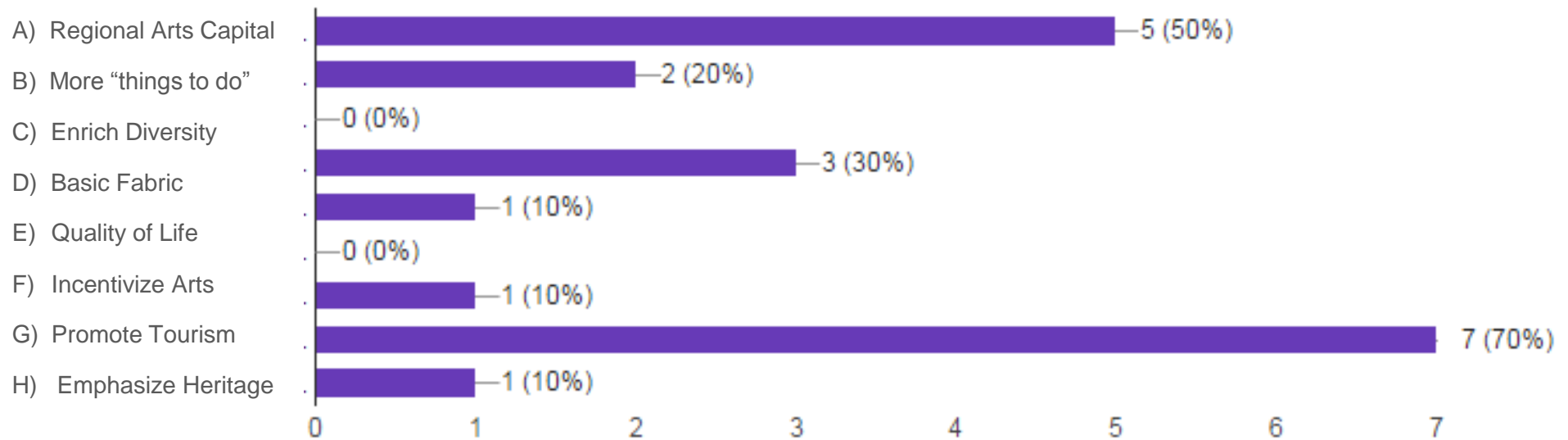


7. Per your estimates, what ratio of your guests by art in Eureka?
(10 responses)



8. Select two of the following guiding principles that you think should guide Eureka's Arts and Culture "Vision".

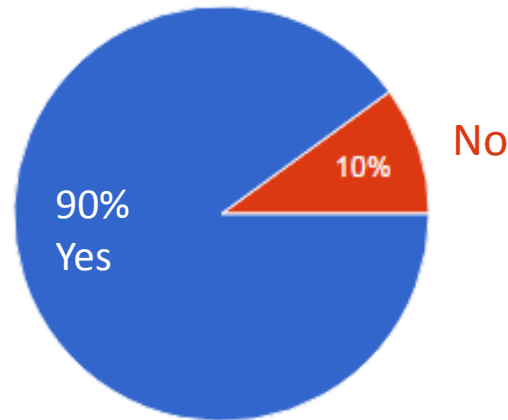
(10 responses)



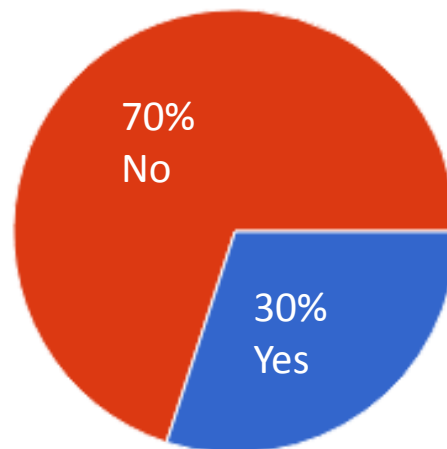
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- C) Enrich Diversity (0%) - Enrich Eureka with a diverse spectrum of artists/arts/cultural experiences.
- D) Basic Fabric (30%) - Ensure that arts and culture are the basic fabric of the Eureka community.
- E) Quality of Life (10%) - Improve the quality of life of Eureka citizens through the enhancements and development of arts and culture.
- F) Incentivize Arts (50%) - Incentivize artists and arts-based businesses to live and operate in Eureka.
- G) Promote Tourism (50%) - Promote Eureka as a tourism destination.
- H) Emphasize Heritage (25%) - Utilize arts and culture to emphasize and preserve Eureka's heritage.

9. Do you or your staff reference Arts and Culture options when your guests ask “what is there to do in Eureka?”
(10 responses)

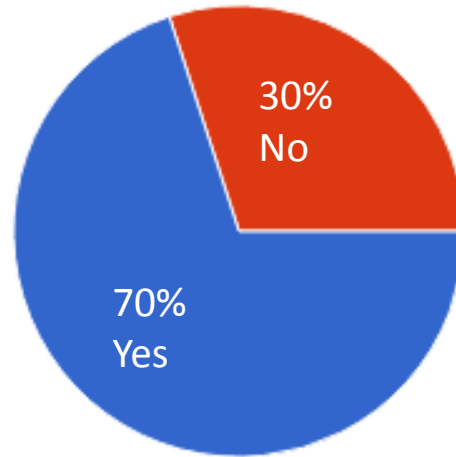


10. Does your staff need training on Arts and Culture options in Eureka?
(10 responses)



11. Factoring into consideration the vast responsibilities from the City (from police services to road maintenance), do you think the City should prioritize funding for arts and culture?

(10 responses)





THANK YOU TO THE ARTISTS OF EUREKA!

From the City of Eureka Arts and Culture Commission

